

## • Atlantic Avenue Awakens Saturday Evening with Special Show

Finale to the city's first ever block party, Party! On Atlantic

Virginia Beach, Va. — The skies around 24th Street and Atlantic Avenue will come alive this Saturday, Nov. 3 starting at 6:30 p.m. as the city's first projection mapping light show appears larger than life, 15 stories tall. Visual artist Jeff Dobrow has designed a special show he's calling "Awakening on Atlantic" just for Virginia Beach as part of the first ever Party! On Atlantic block party. Atlantic Avenue will be closed from 24th to 25th Streets. The free, family-friendly event kicks off with a Fun Zone in 24th Street Park, including games and DJ Ty Street which will open at 2 p.m. The live concerts begin on the street at 4 p.m. with bands including Cheap Thrills, Bennett Wales & The Relief and LittKeys.

"The big finale to the party is this one-night projection mapping installation that features 2D and 3D animation, architecture, technological embellishment and mythical elements guided by a score composed by Connecticut DJ, Scatz," said Kathy Warren, manager of the City's Strategic Growth Area office. The show is six minutes long and will be repeated for an hour. "It's a tremendous opportunity for me as an artist to be part of the premiere of this medium in Virginia Beach," Dobrow said.

In projection mapping, artists map objects (like buildings, walls or ceilings) into display surfaces for an immersive and entertaining video projection show. This type of art is very popular in other parts of the world but less well known in the states. Perhaps the best-known example of projection mapping can be traced back to 1969 with the opening of the Haunted Mansion ride in Disneyland.

The event is free, as is the parking on Atlantic Avenue, which begins Nov. 1.

About Jeff Dobrow

Jeff Dobrow is a visual artist focusing on experiential and interactive visual art—specifically, 2D and 3D animation, mixed media, live mixing, projection mapping, and room-scale virtual reality. Jeff Dobrow promotes and leads educational initiatives in VR, motion design and is a proponent of sharing and empowering others to embrace technology and art. In addition to visual art, Jeff is Partner at Nectar Integrated Creative Company and Technical Director of Flowlab Virtual Reality.

###